

WHAT WILL THE BUSCH MILLIONS DO FOR POSTERITY?

Will the Beneficiaries of Adolphus Busch's Gigantic Fortune Use It to the Ends of Charity As Well As He Did Or Will This Proverbial Charity of the Busch Dynasty Wane With the Years?



STRAUSS PORTRAIT

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What will become of the \$60,000,000 to \$70,000,000 left by Adolphus Busch, the millionaire brewer, who died at his castle on the Rhine near Langenschwalbach, Germany, on October 10? Will the American heirs keep up the charities promoted by the American brewer or will they with one blow destroy the private philanthropic institutions established by Adolphus Busch in his lifetime?

These are the questions that now are being asked over the United States and Europe by persons who privately knew the brewer to be one of the kindest and most philanthropic men in the United States—a man who attempted to conceal his identity when large donations were offered in times of general disaster or catastrophe.

The question more immediately affects his large brewery in St. Louis, where thousands of men who have been employed for thirty or forty years and are in the decline of life, still draw a comfortable salary, although physically disabled.

Unless the millionaire's will specifically provides for their care or the heirs to the vast fortune of the brewer continue his work, thousands will find themselves without financial support.

In the vicinity of the brewery are hundreds of widows with their broods of children, occupying houses owned by the Busch Brewery without paying rent and drawing a monthly stipend from the brewery. These widows were the wives of men who were faithful in the employ of Adolphus Busch, and with the death of the workman the wife was placed on the payroll as a pensioner.

Six Thousand Workers Plunged Into Grief.

When the news of the death of the great brewer was flashed across the sea, the entire force of 6,000 workers at the brewery was plunged into gloom. All of these men and women loved their employer and their grief was genuine.

August A. Busch, the son, and Mrs. Lily Busch, the widow, are known as kind and philanthropic people. The Buschs have established a name for these two particular qualities. Persons familiar with them predict they will continue the work of Adolphus Busch as a monument to his memory.

The acquisition of the vast fortune places Mrs. Lily Busch, the widow, in the ranks of the wealthiest women in the world. She now ranks with Mrs. Russell Sage, Mrs. Hetty Green and Mrs. E. H. Harriman, and it is anticipated she will be most liberal in the disposition of her wealth.

Most prominent among the beneficiaries beside the widow and son, August A. Busch, are Adolphus Busch III, grandson; Miss Marie Busch, granddaughter; Mrs. August A. Busch, daughter-in-law; Mrs. Edward Faust, Mrs. Paul von Gontard, Mrs. Edward Scharrer and Mrs. Nellie Busch Webber-Magnus of Chicago, daughters. There are sixteen grandchildren. Among the most favored of these, Adolphus III, who, in July, married Mrs. Florence Parker Lambert, who is wealthy in her own right, Miss Marie Busch, the granddaughter, made her debut in society last winter and was a first attendant to the Queen at the Veiled Prophet's ball October 7.

While the present indications are that the widow and her son, August A. Busch, will conserve Adolphus Busch's great fortune, and while increasing it at the same time, attend to and increase the many charities established by him, much speculation as to the conduct of future generations in handling this vast fortune are being expressed. The Buschs so far have been a conservative race. The first step from the family's path of arbitrary convention was taken when Adolphus Busch III, grandson of the deceased multi-millionaire, married a divorcee and a woman not of German heredity or of a family identified



KANDELER-REMBRANDT PORTRAIT



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Top row, Adolphus Busch and his widow.
Center row, left to right, Mrs. August A. Busch; her daughter, Marie, and Mrs. Edward A. Faust.
Bottom row, Adolphus Busch III and his father, August A. Busch.

with the brewing interests. Before the young man's departure it was a favored custom among the Buschs for the heirs to marry among persons identified with these interests. Adolphus III is a future heir of at least a part if not the entire amount of the vast wealth of his grandfather. While he has demonstrated himself a conservative, careful young man of good qualities and level judgment, the question of what his descendants or those of others of his family may do arouses curiosity.

In the succession of royal families there is at length born a spendthrift who may dissipate his wealth and spend his fortune foolishly.

Is this to be the eventual fate of the Busch millions? This is the question now being asked throughout the country by persons familiar with the late brewer and with his present heirs.

Mr. Busch was always a supporter of institutions to more firmly cement the friendship of the United States and Germany. He donated \$250,000 to the Harvard Germanic Museum in hope that this new institution would aid Americans in obtaining a greater knowledge of Germany.

\$30,000 to Spread German Language.

He also was anxious that the language of his fatherland be generally taught, and to the establishment of a Chair of German Language he donated \$30,000 to Washington University in St. Louis.

He aided the Louisiana Purchase Exposition, held in St. Louis in 1904, by subscribing \$100,000. In giving he made no distinction of religions and one of his most appreciated gifts was that of \$100,000 to the Sisters of Good Shepherd. Each year he sent a check to the Mother Superior.

In the time of disaster Adolphus Busch was the first one to mail a check. For the aid of San Francisco sufferers he donated \$100,000, and for the Ohio flood sufferers \$50,000. Although he was prompt in coming to the aid of sufferers, Mr. Busch always requested that his name be not published in connection with donations, and were it not for his signature on his checks it is probable that most of his charities would never have been known.

Because of his generosity in furthering German institutions, Emperor William of Germany decorated Mr. Busch with the Commander's Cross of the Order of the Red Eagle.

Mrs. Busch was as charitable as her husband, and it is expected that her liberality will develop with her accession to the head of the Busch domain and fortune.

In the neighborhood of their St. Louis mansion, which is just behind one of the brewery buildings, because the wife wished to be near the men who labored for her husband, Mrs. Busch is known as "Lady Bountiful." For many years she has held a reception for the poor in a special room of her million-dollar home. Her guests were made welcome and were given clothing, food and orders for coal and groceries. Finally, when Adolphus Busch ruled against this plan, Mrs. Busch ordered her gardener to go among the poor in the district near her home and report all cases of poverty to her. She relied on his judgment and responded with checks drawn on her personal account.

Mrs. Busch also extended her kindness to casual guests who dropped in on her husband unannounced. She was always prepared

for such emergencies and guests, poor or rich, were welcomed at her board. Sometimes she entertained a dozen at luncheon.

The career of the brewer-philanthropist was a remarkable one. He was born in Mayence-on-Rhine, Germany, July 10, 1837. He was educated in the high schools at Brussels. He came to St. Louis at the age of 15 and after obtaining a job on the levee as a clerk checking freight sent to the steamboats, gradually established a business as a mailer and as a brewery supply man.

In 1861 he married Miss Lily Anheuser and later became associated with her father in the brewery business, the two managing the Bavarian Brewery, from which the Anheuser-Busch Brewing Association

was formed. Mr. Busch was interested in many banks and institutions in St. Louis and other parts of the United States.

An old associate of the brewer has written an account of Adolphus Busch's life. It follows:

Adolphus Busch, by his wonderful knowledge of handling men and his keen insight into what assistance was necessary to make the business he founded one of the largest in the world, trained all of his older employees personally. Courtesy, fair dealing to even the humblest were his first instructions, and added to this was his unflinching memory in never forgetting those who helped market his product in the early days. His confidence was not easy to obtain, but, once obtained, nothing could shake it. He encouraged his men in every way, and when opportunity for advancement came it was from the ranks of those who had been under his watchful eye. He was one of the very few who shared his prosperity with his employees who surrounded him in the office, and for thirty years regularly added to their compensations. Few men who showed their worth ever left his employ when a question of salary was in-

volved. On account of paying liberal salaries during the life time of his employees the question of old age pensions never came up until recently when \$25,000 a year was appropriated for this purpose. Economy, thrift and saving were encouraged by the offering by the association of its certificates of deposit payable on demand to its employees at a higher rate of interest than could be obtained elsewhere.

Charity His Hobby

Added to his large personal donations already mentioned are the many benefactions issued by his order through the association which fill a large indexed book. Investigating cases of charity was his special hobby and this caused him to be annoyed by many unfortunates who waited for him on his way to luncheon or on his return. Finally a police escort was necessary and more than scores of times when he noticed the needy officer was sent back to obtain names and addresses. An investigation was made by sending an employee to the house and either fuel, money or orders for clothing or groceries was sent. It was inspiring in the long ago to see him stand in the hallway of the old general office and see him be approached by some one who had seen better days, listen to his tale of woe and then hand him never less than one dollar with the remark "If all your blessings count for anything I will get it back five-fold."

Adolphus Busch of thirty years ago was a far different man than of later years. His tireless energy in his business, his keenness to take due advantage of every opportunity and his pioneering in the newspaper advertising field brought the business to where it is now the largest in the world.

Enthusiastic Advertiser.

Old-timers will remember his persistent advertising of the gold medals which he won at the Paris World's Fair in 1878, the Centennial in 1876, Amsterdam in 1883, Chicago in 1893. Later he sought other means of keeping the names of his wares before the public.

So long as he retained his robust health nothing bothered him. He went through the tidal wave that almost wiped out Indianola, Tex., in the seventies, and the Fresno quake of 1906. When he returned he immediately made his usual thorough inspection of the plant as if nothing had happened and laughed away the fears of those who inquired about his health.

Another of his peculiarities was that he would never discharge a man from his employ. When this became necessary he would leave the unpleasant task to others. Always an optimist, always seeing the bright side of things, he would not allow a pessimist to argue with him long before he had won him to his way of thinking. Where others took matters under advisement and perhaps slept over it, Adolphus Busch acted promptly with rare good judgment. "His boys," as he called those who were with him for twenty-five years or more, lost in him a warm comforter and a great friend, and his unexpected death leaves many a manly heart aching.

This is the appreciation of an old friend for the character of Adolphus Busch.

His present heirs are following closely in the path established by him for the distribution of his wealth and the handling of his great interests, an occupation that requires the greatest skill and executive ability.

But the present generation is the direct offspring of the great brewer. The question is "What will the future generations of Buschs do with the fortune of the great brewer?"

Monopoly in Lands

Mexico is a nation easily thrown into revolution for the simple reason that the average man has no responsibility. Any man who lives under conditions which not only make him a pauper, but prevent his rise from that condition, is easily incited to insurrection. The simple reason for this condition is that he has nothing to lose but his life, and that, under the circumstances, is of little value.

To understand the condition better, let us suppose all the land property in the United States to be held by 35,000 individuals while \$9,000,000 other inhabitants are landless and without hope because the 35,000 control legislation in the States and in the nation and have a compelling influence over policies of administration.

One instance of this control in Mexico will serve to show the iron grip in which the landless are held. Real property is taxed in proportion to the income derived from its use. That which is unused pays no tax and consequently less than 6,000 individuals hold title to all the real property in Mexico and leave the greater part of it unused and unproductive without becoming "land poor."

In the United States taxation is in part levied upon the land value instead of its use. This prevents capitalists from acquiring unlimited areas of land and prevent access to it by men of ordinary means. In any other way than as tenants, employees or serfs. Before peace can be maintained in Mexico by any other means than the iron hand of despotism the mass of the people must have access to ownership of land. In that case they will acquire homes to defend, property to protect, to increase in volume and value and to be imperilled by wars and disturbances. The man who has something to lose acquires a sense of caution and responsibility.

The man who has nothing to lose in the way of property and whose life is a mere wretched existence, can be led away behind the banner of every drum-beating demagogue who happens to come his way. It is that demagogue promises him immediate rewards in the privilege of looting and the ultimate right to acquire property. The trouble is fundamental and cannot be regarded as cured even when peace is again restored under the existing conditions.